

Social Media Breakdown

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Social Media is defined as, “forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content.” The fashion industry has changed due to this form of communication, and it has become important to understand and be a part of this community. Here we break down the main social media platforms, and how the brand can use each one to interact with the customer.

Blog

The heart of social media stems from the presence of a blog. It gives a company or person a voice, and allows readers to be part of the every day life. The blog can be about shopping, personal style, street style, a curation of inspirational images, a look behind-the-scenes, or many other topics related to fashion.

Having a blog has become essential for many fashion brands, and if done well can help to foster a strong customer following. A perfect example is the [Free People blog](#), which updates a few times a day. The Free People blog highlights in-house style, behind-the-scenes at lookbook shoots, video tutorials of the latest hairstyle featured, and on and on it goes. The blog begins the relationship with the customer and from there they join in on conversations taking place on other social media platforms.

Facebook

Facebook is the first platform where the conversation can continue between brand and customer. Once a Facebook page is developed for a brand, the customer just has to “Like” the page, and from there all updates will be sent to their news feed directly. The customer will be notified about sale discounts, in-store parties, contest giveaways and anything else the brand can concoct.

Customers can also engage the brand by leaving comments, photos or links on the brand’s wall. They may post a photo of themselves wearing the latest item they bought, ask a question about a product, or just share a thought with the brand. This open wall of communication keeps the customer feeling important and on the inside of all related events.

Twitter

Twitter is another platform that allows the brand and customer to be part of each other's daily life. Twitter can help develop the brand's personality with a stream of content that embodies the "insert brand" girl.

Oscar De La Renta developed the "Oscar PR Girl" on twitter and with 90,000 followers; she fills the space with thoughts that "Oscar girls" want to hear. Thoughts like, "Every week is Fashion Week", "Come back to Manhattan and all is right with the world" or "You could never not have fun if you love your dress" are all in line with the Oscar De La Renta brand, but even more important they create the fantasy of the brand. If the customer is a follower, she feels she is the "Oscar girl".

YouTube

The final social media platform with power is YouTube, the place where a brand can upload and share video content with their customer. The brand can now come to life for the customer, and allow them inside their world with "how-to" videos, runway shows, interviews, and everything else.

The surf/fashion brand, Quiksilver Women, developed a channel that features seasonal inspiration videos, trend styling videos, ambassador interviews and more. Now the customer can spend the evening channel surfing and watching hours of Quiksilver Women.

If a brand does it right, the customer will be engaged on every level. They will be reading the blog, following on Facebook, tweeting their new purchases and watching the latest runway show on YouTube.